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ORDER

Print Date 08/27/12

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Flight Dates 08/28/12-09/03/12

Contract / Revision 309297 /

Original Date / Revision
08/27/12 08/27/12

Advertiser Mandel/ Republican/ U.S. Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Deleware, OH 43015

Product

Candidate. OH US SEN MANDEL 8

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2635

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	33	\$23,817.00	\$28,020.00	0.00	08/27/12	09/03/12	33	\$23,817.00	\$28,020.00
Totals	33	\$23,817.00	\$28,020.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/28/12	09/03/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		4			\$400.00			0.00			
		Week: 09/03/12	09/09/12	M-----		1			\$400.00			0.00			
N 2	WCPO	08/28/12	09/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1			\$500.00			0.00			
		Week: 09/03/12	09/09/12	-----		0			\$0.00			0.00			
N 3	WCPO	08/28/12	09/03/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00



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Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. OH US SEN MA Estimate # 2635

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$400.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 4	WCPO	08/28/12	09/03/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$450.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 5	WCPO	08/28/12	09/03/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Live with Regis and Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---					2	\$400.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 6	WCPO	08/28/12	09/03/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---					2	\$500.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 7	WCPO	08/28/12	09/03/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	3	\$1,500.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W-F--					2	\$500.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$500.00		0.00			
N 8	WCPO	08/28/12	09/03/12	M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	2	\$775.00	P-8	0.00	NM	2	\$1,550.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---					2	\$775.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 9	WCPO	08/28/12	09/03/12	M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---					2	\$1,000.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$1,000.00		0.00			
N 10	WCPO	08/28/12	09/03/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---					2	\$1,500.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$1,500.00		0.00			
N 11	WCPO	08/28/12	09/03/12	SU 6-7p News	CM	558-7p	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$720.00
				SU 6-7p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$720.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 12	WCPO	08/28/12	09/03/12	M-F 7-730p	CM	M-F 7-730p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					4	\$1,600.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$1,600.00		0.00			
N 14	WCPO	08/28/12	09/03/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00	NM	4	\$3,600.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W-F-S					3	\$900.00		0.00			



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Contract / Revision **309297** Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:30:00

Advertiser **Mandel/ Republican/ U.S. S** Product **Candidate. OH US SEN MA** Estimate # **2635**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 14	WCPO	08/28/12	09/03/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00	NM	4	\$3,600.00	
M-SU 11p Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/03/12		09/03/12	09/09/12	M-----			1			\$900.00		0.00				
														Totals	33	\$28,020.00